PhMTI
Pharma & MedTech Information

Kimpton Marlowe Hotel
25 Edwin H Land Blvd
Cambridge, MA 02141

2023 Fall Seminar | November 3, 2023

8:00 am - 8:50 am	**BREAKFAST**
8:50 am - 9:00 am	**WELCOME & INTRODUCTION TO PhMTI**
9:00 am - 10:00 am	**KEYNOTE** Diana Gowe (Director, Strategy, Analytics & Business Transformation, Johnson & Johnson)
10:00 am - 10:15 am	**SHORT SPONSOR PRESENTATIONS** FirstWord, Wolters Kluwer, BizInt
10:15 am - 10:55 am	**NETWORKING BREAK IN EXHIBIT HALL**
10:55 am - 12:15 pm	**SESSION – *Information to Intelligence: AI, CI and Pharma & MedTech Information*** Speakers: Diane Webb, Moderator (BizInt Solutions) Nils Newman (President, Search Technology) Cynthia Cheng Correia (Managing Director, Knowledge inForm)
12:15 pm - 1:15 pm	**NETWORKING LUNCH IN EXHIBIT HALL**
1:15 pm - 2:30 pm	**CLINICAL TRIALS TOWN HALL – *Exploring Coverage and Content in the Leading Commercial Trial Databases*** Panelists: Diane Webb, Moderator (BizInt Solutions) Parag Budukh (Senior Lead, Process & Innovations, Springer Nature) Amanda Murphy (Senior Director, Data Intelligence & Solutions, GlobalData) Angela Weidner (Product Manager, Cortellis Clinical Trials Intelligence) Gabrielle Gessner (Senior Director, Citeline Trialtrove)
2:30 pm - 2:45 pm	**SHORT SPONSOR PRESENTATIONS** ReadCube, CCC, TDNet
2:45 pm - 3:20 pm	**NETWORKING BREAK IN EXHIBIT HALL**
3:20 pm - 4:50 pm	**SESSION – *Using Pharma & MedTech Information: Practitioners' Perspectives*** Speakers: Alexandre Jaballah (Associate Director, Patient Centricity, Astellas) Greg Roland (Global Head of Search and Analysis, Moderna)
4:50 pm - 5:00 pm	**WRAP-UP**

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SPEAKERS & ABSTRACTS

KEYNOTE

SPEAKER

Diana Gowe, *Director, Strategy, Analytics & Business Transformation, Johnson & Johnson*
Diana Gowe Kolek has been working in the pharmaceutical industry more than 35 years and has spent her career on the information/intelligence side of the business. Diana provides leadership and strategic direction to the Global Strategic Analytics team. She's responsible for driving functional excellence and efficiency in competitive intelligence & market research, championing talent, and implementing compliant processes across GCSO (Global Commercial Strategy Organization). As a strategic partner, Diana partners across the GCSO Therapeutic Area (TA) analytics group and leaders to determine appropriate functional methodologies and capabilities to support emerging and existing business drivers and trends. She also oversees management of internal and external data sources, tools & budgets. Diana joined Janssen in 2001 and spent 7 years at Ortho McNeil Pharmaceuticals, where she provided business intelligence in support of the CNS franchise. In 2009 she transitioned to the Global Commercial Strategy Organization where she built the Global Business Intelligence Function. She is now part of the Portfolio, Innovation & Commercialization Strategy team. Prior to joining Johnson & Johnson, she spent 17 years at Knoll Pharmaceuticals in roles of increasing responsibility, delivering scientific and business intelligence. Diana holds a Master's Degree in Library and Information Science from Rutgers University, and a Bachelor's Degree in Health Sciences from William Paterson University.

Panel – Information to Intelligence: AI, CI and Pharma & MedTech Information

ABSTRACT

The panel discussion will explore the opportunities and challenges involved in applying artificial intelligence (AI) to publicly available pharma and medtech information to inform decision making, enhance innovation, and create value. The panelists will share their insights and experiences on the following topics:

- what types of PhMTI problems could AI address?
- what sort of resources do you need to apply AI to a PhMTI problem?
- what sorts of roles could PhMTI members play in this space?
- what questions should you ask when evaluating an AI tool?
- Should we feel a sense of excitement or doom when we consider the effect of AI on our mission and careers?

The panel discussion will be followed by a Q&A session with the audience.

PANELISTS

Diane Webb (Moderator) ***President, BizInt Solutions***

Nils Newman, ***President, Search Technology***
Nils Newman is the President of Search Technology in Norcross, Georgia, USA. For over twenty-five years, he has worked on the development of analytical tools to assist in the management of technology. His work focuses on the use of scientific and patent information in research evaluation, competitive intelligence, and strategic planning. Mr. Newman has a Bachelor of Mechanical Engineering and an MS in Technology and Science Policy from the Georgia Institute of Technology. In his spare time, he is pursuing a PhD in Economics at UNU-MERIT Maastricht.

Cynthia Cheng Correia, ***Managing Director, Knowledge inform***
Cynthia is Managing Director of consultancy Knowledge inForm and founding Past-President of the Council of Competitive Intelligence Fellows. For over two decades, Cynthia Cheng Correia has helped professionals and organizations advance their insights and foresight capabilities to enhance planning, decision, and performance outcomes, and she developed SLA's Competitive and Decision Intelligence Certificates Program. She produces the Informed series of webinars, articles, and videos providing early warning, insights, and foresight on information ecosystems, including the intersections of AI and innovations, research and analysis, and industries. Cynthia is recognized for her thought leadership, innovation, and for instructional excellence for her master's program-level instruction at Simmons University. She has appeared in leading publications, including The New York Times and the award-winning The Emerald Handbook of Modern Information Management.

CLINICAL TRIALS TOWN HALL – *Exploring Coverage and Content in the Leading Commercial Trial Databases*

ABSTRACT

In this follow-on to the Pipeline Town Hall held at the 2019 PHT Spring Meeting, representatives from four of the leading pipeline and clinical trials databases will offer insight into how their editorial policies affect search results and content. The discussion will include examples of similar searches across the three clinical trials databases, with panelists providing explanations for discrepancies and differences. Topics include trial dates, sponsors, and identifying key trials. Panelists will also discuss how pipeline data is linked with their clinical trials data. And there will be time for questions from the audience as well.

PANELISTS

Diane Webb (Moderator) ***President, BizInt Solutions***

Parag Budukh, ***Senior Lead, Process & Innovations, Springer Nature***
Dr. Parag Budukh has strong background in Pharmaceutical Sciences. He earned his Ph.D. in Pharmaceutical Sciences from University of Mississippi. He worked as faculty member at the

Wegmans School of Pharmacy, St. John Fisher University in Rochester, NY for five years. He has been associated with the AdisInsight editorial team in Pune (India) for more than nine years, initially as Senior Scientific and Medical Writer and then through leadership roles. Presently he is involved with product and process innovations within the Pharma Solutions group at Springer Nature.

Amanda Murphy, *Senior Director, Data Intelligence & Solutions, GlobalData*
Amanda Murphy is the Senior Director of Data Intelligence and Solutions located in Boston, Massachusetts. She has 15 years of experience working in biopharmaceutical data science, automation, and software as a service (SaaS) platform development. Amanda has led teams in the development and delivery of products that provide industry-leading research, competitive intelligence, journalism, and consulting on the pharmaceutical and medical device sectors. Prior to GlobalData, she led the Life Sciences division of Infinata, a Mergermarket company. She has a BSc in Mathematics with a concentration in Management and Business Analytics from Boston College.

Angela Weidner, Product Manager, *Cortellis Clinical Trials Intelligence*
Angela (Angie) Weidner is a Product Manager at Clarivate responsible for Cortellis Clinical Trials Intelligence and Cortellis Digital Health Intelligence. She specializes in clinical solutions with experience in all therapeutic areas but has a focus in Oncology. Angie has a background in data solutions and consulting, which brings a unique perspective to product management. Angie is passionate about helping clients and uses her experience on the client side to help validate product enhancements. Angie came to product management with over 7 yearsâ€™ experience in content editorial teams. She understands the clinical trial space and believes data solutions will continue to help advance clinical trials and ultimately bring lifesaving treatments to patients faster. Angie has a very strong track record of engaging with clients and delivering tailor-made solutions across the entire spectrum of clinical solutions.

Gabrielle Gessner, *Senior Director, Citeline Trialtrove*
Gabrielle is the Director of the Trialtrove team and has over 20 years of experience in the pharmaceutical industry. During her time at Citeline, her work has focused on content development, curation and analysis within the Cardiometabolic, Infectious and Genitourinary diseases and Vaccines therapeutic areas. Prior to joining Citeline in 2005, Gabrielle worked with Acambis in regulatory affairs for vaccines, and with the American Institutes for Research assisting with support for programs of the National Heart, Lung and Blood Institute (NHLBI). Gabrielle graduated from the College of the Holy Cross with a Bachelor's degree in Biology in 1997. Her graduate work at Baylor College of Medicine's Cell and Molecular Biology program (1997-1998) focused on virology and tumor biology.

SESSION – Using Pharma & MedTech Information: Practitioners' Perspectives

Integrating customized competitive intelligence analyses into early R&D strategy

Alexandre Jaballah, ***Associate Director, Patient Centricity, Astellas***
Alexandre Jaballah is an Associate Director in the Patient Centricity Division at Astellas Pharma where he currently leads the Competitive Intelligence function in the Medical Intelligence and Patient Insights (MIPI) team.

He is responsible for assessing the competitive landscape and evaluating clinical trials of competitors in development to help inform Research and Development (R&D) leadership portfolio decisions around risk and benefits associated with potential clinical development programs.

Alexandre grew up in France and is now based in New York City. He holds a Pharm.D. from Paris-Saclay University as well as a Master's Degree in Health Economics from Paris-Dauphine University.

Prior to joining Astellas in May 2020, Alexandre was a Product Viability Manager at Sanofi where he was responsible for assessing the product viability and commercial attractiveness of Global R&D programs across different therapeutic areas.

ABSTRACT

The Medical Intelligence and Patient Insights (MIPI) team at Astellas collaborates with internal Research and Development (R&D) colleagues to provide a deep understanding in several areas of research, including insights on the competitive environment in diseases of interest. These insights help research teams better understand the opportunities and risks associated with the programs in early development.

We will discuss how the MIPI team uses Pharma & MedTech Information in order to help R&D teams make informed decisions for early drug development.

Mission ~~Im~~possible: Building a Patent Information Organization from the Ground Up

Greg Roland, ***Global Head of Search and Analysis, Moderna*****)**
Greg Roland is currently the Global Head of Strategic Search and Analysis within the Intellectual Property group at Moderna based in Cambridge, Massachusetts. He is responsible for developing and implementing an information infrastructure including process and real time analytics in support of Modernaâ€™s patents. As a 34-year veteran of the pharmaceutical/biotechnology industry, he has held similar roles at the Novartis Institutes of BioMedical Research (NIBR), Merck and Pfizer (via an acquisition of Parke-Davis) where he has led a team of chemistry, biology, and CI professionals who supported patent practitioners, BD&L teams and scientific staff. Greg started his pharma career in 1990 as a bench scientist at Parke-Davis in Ann Arbor, Michigan as a member of the anti-infective group including the development of Cefdinir (Omnicef). Greg earned his B.S and M.S from Eastern Michigan University in Biology with a concentration in Microbiology.

ABSTRACT

Imagine having no standardized process, workflow, resources, guidelines/policies or any infrastructure for that matter but having the freedom to design, validate and implement all aspects of a patent information search and analytics function? This talk will review the steps from information gathering, planning, designing and launching a system that will meet the needs of today and tomorrow as an organization expands. Areas addressed include identifying key stakeholders, foundational objectives, essential functions, change management, organizational design, and human dynamics while attempting to automate and integrate digital solutions where feasible.